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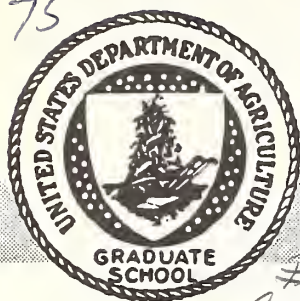
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# Newsletter

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GRADUATE SCHOOL ★ USDA

June 1, 1961

To the Faculty, Committee Members and others  
associated with the Graduate School:

## MARK YOUR CALENDAR

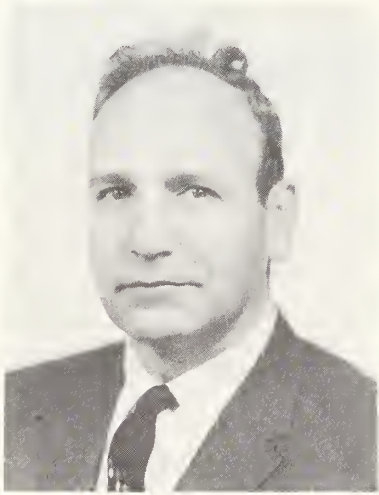
- June 6      Faculty Luncheon - "The Liberal Education of Federal Employees--Whose Responsibility"  
                 "The Employee" - - Charles E. Kellogg, Soil Conservation Service, and Raymond E. Randall, Civil Service Commission;  
                 "The Government" - - James M. Mitchell, The Brookings Institution, and Marvin E. Brenner, Commodity Stabilization Service
- May 29-      Registration for summer session  
June 3
- June 5      Classes begin
- Sept. 6      Annual Faculty Dinner at the National Press Club

We are continuing our efforts to improve our instructional program and, with the approval of our Board, have set up a continuing committee of nine members headed by Harold F. Breimyer to direct these efforts. Serving with Dr. Breimyer are: James M. Enneis; M. Clare Ruppert; Roy B. Minnis; Elmer B. Winner; R. Kenneth Barker; Robert L. Stockment; J. P. Schaenzer; and Salvatore Comitini.

A second goal, approved by the Board, for the coming year is to explore and develop an educational program for nationals of developing countries. In this connection, we are taking a difficult and critical assignment from the ICA--to train four groups of eight to twelve people from the Republic of the Congo in basic administrative management. By necessity, the training will be given in French.

You will be hearing more about the third goal approved by the Board--to study and make recommendations pertaining to the long-range goals of the Graduate School.

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#### HOW I TEACH

As a coordinator of the Seminar on Data Processing for Federal Executives, I don't teach. Rather my task is to make arrangements for the presentations of various subjects by about a dozen outstanding leaders in the field. The course outline is prepared with the assistance of a committee. Other than the usual problems of determining course content in view of the heterogeneity of background and interests of members of the class, perhaps the most important problem is that of avoiding too much duplication in the presentations and getting a good transition from session to session. That problem would be alleviated by having a small number of speakers; but, on the

other hand, the principal reason for having many speakers is to provide opportunity for the class to hear a wide variety of attitudes and experiences.

- Earl E. Houseman

\* \* \*

It is impossible to measure precisely the benefits of a liberal arts program for adults such as that given at the University of Pennsylvania over a seven - year period for management men from the Bell Telephone Company.

One impressive measure noted by Spedden A. Hause, a participant, who spoke at our faculty luncheon in May, was in the loyalty to the firm. Not one of the 130 men who took part in the program has left the company.

The decision to educate managers in the liberal arts, Mr. Hause said, was based on the recognition that jobs demand competence - plus. In an operation the size of Bell Telephone Company, men in management need a keen perception of responsiveness to factors that influence American life.

As the people in top posts at Bell examined the problem, they found that the development of managerial skills was far more complex and much bigger than commonly supposed. Moreover, there was very little information on how to develop these skills.

The Pennsylvania program was experimental. It offered the men selected a nine-month program of lectures, tours, seminars, and much reading in tool courses such as practical logic and economic history and thought and in appreciation courses covering world art, music, literature, social science, political science, American history, and ethics.

The participants agreed that the experience definitely increased their understanding of political, economic, and social institutions and gave them more realistic concepts of business and its place in society. Mr. Hause noted that the systematic study of ethics shattered a lot of old notions.

\* \* \*



Henry G. Herrell, first chairman of our special programs department, was cited last year with a USDA superior service award that took note of his dynamic and imaginative leadership in management programs that have been in or are now in ARS, SCS, ERS, SRS, FS, B & F, FHA, FES, CSS, CCC and the War Food Administration. He has been assistant administrator for management of the Agricultural Marketing Service since the agency was established in 1953.

A native of Virginia, Mr. Herrell began his career as a junior messenger in the former Bureau of Plant Industry in 1927. And while on this and subsequent jobs he attended evening school and earned degrees in law (from National University now merged with George Washington University), accountancy, and business administration. He is a member of the bar of the District of Columbia.

He and Mrs. Herrell (the former Julia Cookman) live at 10116 Parkwood Terrace, Bethesda. They have three sons, Dave, 24, a graduate of the University of Pennsylvania now in post-graduate work at McCormick Theological Seminary, Chicago; Dan, 19, a sophomore majoring in physics at John Hopkins University, and Steve, 17, a junior in Walter Johnson High School.

\* \* \*

We welcomed a distinguished visitor to the Graduate School last month. Former Director T. Roy Reid spent some time with us while he was in Washington to receive another award and to consult with USDA and ICA officials about a new assignment.

The award given by the Organization of Professional Employees of the Department of Agriculture recognized his effective work in behalf of Federal employees during the years he was USDA Director of Personnel and his leadership in OPEDA after he joined the Graduate School.

Dr. Reid's new assignment is similar to a previous one to recruit agricultural technicians in the South for posts with ICA.

\* \* \*

At the USDA Honor Awards Ceremony on May 23, a number of Graduate School faculty and committee members were honored. Frederick V. Waugh, associated with the Graduate School since 1939, received a Distinguished Service Award.

Our treasurer, Dwight L. Myers, was given a forty year Length of Service Award. Superior Service Awards were presented to Edward W. Aiton, Horace R. Josephson, Ralph F. Koebel, and L. Kenneth Wright.

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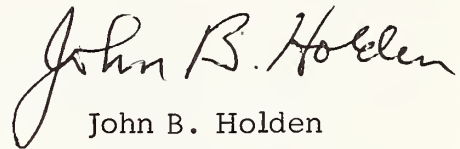
Once again, it is our pleasure to announce a raise in faculty pay--from \$110 to \$125 per semester hour. The increase was voted by the General Administration Board to take effect in the fall of 1961.

\* \* \*

Our good wishes go with O. V. Wells, a long-time member of our General Administration Board, in his new post, FAO Assistant Director-General for economics. In Rome, Mr. Wells succeeds another former associate of the Graduate School, Mordecai Ezekiel.

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Sincerely,

A handwritten signature in cursive script that reads "John B. Holden". The signature is written in dark ink and is positioned above the printed name and title.

John B. Holden  
Director